

ABSTRACT OF THE DISCLOSURE

As shown in Fig. 7, in a power saving mode that suffers less deterioration of image quality, power savings are achieved by changing If data, changing PWM
5 clocks, changing ABL setups, drive voltage control, or the like. In a power saving mode that suffers some deterioration of image quality, power saving control is implemented by multiplying luminance control data, bit-shifting an image, reducing the screen size, or the
10 like.